

GET ACTIVE & GET REWARDS

Need a little motivation, a helpful nudge, to get moving each day? Sign up for Virgin HealthMiles, a fun and rewarding way to get and stay active. The more you do, the better you feel, and the more cash you can earn.

HOW IT WORKS

Do what you like to get active – walk, ride, play with the kids, dance in front of the mirror – and track it all with your GoZone® pedometer. Uploading your steps is a snap, and the more you move, the more “HealthMiles” (points) you’ll earn.



Log in to your LifeZone online tracking center to set goals, monitor your progress and watch your HealthMiles add up.



Visit the HealthZone measurement station to check your weight, blood pressure and body fat each month. Your stats uploaded to your account, and you’ll earn HealthMiles each time you measure up.



As your HealthMiles add up, you’ll proceed through a series of 5 Reward Levels. You have until December 31, 2011 to earn as much as you can, starting on the day you join. Regular, moderate amounts of activity throughout the year will go a very long way... you don’t have to be a marathoner to get to Level 5!

MONTHLY HEALTHCASH DRAWINGS

With Virgin HealthMiles, you have the chance win cash every month!

828 winners every month! And the HealthCash you win is yours to spend on gift cards to national retailers like Target and Best Buy or you can just pocket it as cash.

Here’s how you earn entries into the HealthCash drawings: For each day you take & upload over 7,000 steps using your pedometer, you earn 1 entry.

- 1** \$1,000 HealthCash winner
- 2** \$500 HealthCash winners
- 30** \$250 HealthCash winners
- 75** \$100 HealthCash winners
- 100** \$50 HealthCash winners
- 620** \$25 HealthCash winners

*to participate in the drawings, join the HealthMiles program for only \$1.50 per month.

➡ **And there’s more! Keep reading on reverse.**

HOW TO EARN HEALTHMILES

Get Active. Put on that GoZone and go. Your pedometer is the best way to earn HealthMiles. The more active you are, the more steps you take, the more HealthMiles you earn:

➤ up to 7,000 steps in a day	20 HealthMiles
➤ at least 7,000 steps in a day	60 HealthMiles
➤ at least 12,000 steps in a day	80 HealthMiles
➤ at least 20,000 steps in a day	100 HealthMiles

➤ Earn up to 100 HealthMiles a day for all physical activity, including GoZone uploads, Activity Journal entries (10 HealthMiles each) and other validated workouts; see your LifeZone for details on additional HealthMiles tracking devices.

Check In. Keep an eye on those stats, monitor your progress, read up on health & fitness news. Visit the LifeZone website as often as you like; you'll get HealthMiles for a couple visits per week:

- Log in to the LifeZone (www.virginhealthmiles.com)
10 HealthMiles per visit, 2 per week

Measure Up. Your blood pressure, weight and body fat percentage are important indicators of overall health, so it's important to measure up on a regular basis.

- Take your measurements (*weight, body fat & blood pressure*)
200 HealthMiles per month
- Plus, earn an additional 150 HealthMiles a month for each improved or ideal score!

Stay On Your Toes. HealthMiles will also be up for grabs from time to time during challenges and other special promotions. Check the LifeZone and your email box regularly for invitations!

HOW TO JOIN

Employees enrolled in KEHP: www.virginhealthmiles.com/kehpemployees - \$1.50/month pedometer fee

Dependents of employees enrolled in KEHP: www.virginhealthmiles.com/kehpendependents - \$2.50/month pedometer fee

Those who've waived KEHP: www.virginhealthmiles.com/getactive (additional fees apply; not eligible for the monthly drawings)

1. Enter your personal information

- Enter the required **Personal Information**
- Choose a **Password** (at least 8 digits, alphanumeric)
- Click **Continue**
- Enter your **Credit Card Information**

2. Confirm

- Review your **Personal Information** for accuracy
- Accept the **Membership Agreement** and **Privacy Policy**
- Click **Submit**

3. Download the pedometer software from the link provided

4. Complete Account Setup

- Log into your account with your member ID and password
- Complete the "**Manage Account Page**" and confirm your shipping address for you FREE pedometer
- Click Submit and the pedometer will be delivered in 5 -7 work days

5. Activate your GoZone pedometer once you receive it using the USB cable provided and enter information requested

6. GET MOVING!